



# GOAL

- ✦ raise the standard of living for Africa by helping them with issues such as the lack of clean water, lack of clothing, the aid epidemic, and sanitary issues.

# WHAT ARE WE DOING?

- \* First we have to find the money to start a new non-profit organization which we will use to bring attention and ask for donations to the people of Africa, and to bring supplies and help to the continent of Africa.
- \* We will raise most our money by recreating and 80's benefit concert called Live-Aid, only with new artists.
- \* Our new benefit concert, called Band-Aid, will be the main source of money to start our corporation.

# BAND-AID

- ✱ Using some money given to us from our South American coffee bean company, we will contact some of todays top artists such as Lady Gaga, Ke\$ha, Lil Wayne, Kid Cudi, Disturbed, and Justin Bieber to get them to perform for free at our benefit concert, this will bring attention to our company and raise a huge profit for us to start out budget.

# ADVERTISING

- ✧ Once we have a budget, we plan on advertising to the people of America to get donations to help our cause, then we will talk to several companies such as Aquafina, Nike, drug companies (not cigarettes), companies that sell sanitary products, and other companies.
- ✧ We will try to make a deal where whenever someone buys a product of theirs that could benefit Africa, they will also be purchasing another one to go to Africa.

# FINALLY

- ✱ Although some products may be more expensive now, we will create a logo that they will put on their logo so people know that they are helping Africa when they purchase their product.
- ✱ If our plan works, this will hopefully help solve Africa's water problems, sanitary problems, lack of clothing, and the Aids epidemic.

# BUDGET

- ✱ **1 million: Donated from coffee company in Guyana.**

- ✱ 1 million: To contact bands, artist

- ✱ **10 million: Raised from concert.**

- ✱ 1 million: Office goods and other free thing for big company's
- ✱ 2 million: T.V. ads
- ✱ 1 million: Newspaper ads (major newspapers only)
- ✱ 2 million: On internet (major internet cites)
- ✱ 3 million: Travel and present to the executives and higher up in the company about donating.
- ✱ 1 million: Dollars divided to help each company run there own ads about campaign.